

Mohd Shahnawaz

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Professional Summary

Result-driven Graduate Engineer Trainee with a year of experience in technology, project management, and business development. Proven ability to plan and execute customer trials, ensuring success at all stages and generating product interest through strategic marketing. Skilled in supporting product managers, creating go-to-market strategies, and resolving customer queries to maintain strong relationships. Proficient in effective time management, computer skills, and project management. Adept at problem-solving and demonstrating exceptional communication and interpersonal skills. Eager to leverage these strengths in a challenging role to drive business growth and exceed objectives.

Experience/Projects

MKU Limited

June 2023 – October 2024

Executive(Business Development)

Kanpur, India

Previously worked as a Executive at MKU LIMITED, where I gained valuable experience in the field of technology, project management , Sales & Marketing and business development.

- Planned and executed an average of 5 customer trials per month for prospective business development, leading to a 20% increase in client acquisition rates.
- Ensured the success of trials at all stages—demonstration, tender submission, post-order processes, and pre-delivery inspections (PDI)—resulting in an average 30-50% trial-to-sale conversion rate.
- Generated product interest by planning and executing demonstrations in new regions, contributing to an average 40% increase in regional market penetration annually.
- Collaborated with the sales team to identify market trends and customer needs, leading to the creation of targeted marketing campaigns that boosted sales by **25%** in key segments..
- Worked with the product manager to create and execute a strategic roadmap for business development, ensuring alignment between product features and market demands.
- Assisted the business development head in preparing a curated go-to-market strategy with the product manager and the sales and marketing team, contributing to an average 20% revenue growth each year.
- Implemented quality control measures that enhanced product reliability, resulting in a 15% reduction in customer complaints and improved overall customer satisfaction ratings.
- Efficiently resolved customer queries, maintaining high satisfaction levels and ensuring a positive customer experience during demonstrations.
- Conducted training sessions for the sales team on product features and competitive advantages, enhancing their ability to close deals effectively.
- Enhanced working relationships through participation in team-building activities, fostering a collaborative work environment.
- Consistently achieved service time and quality targets, reinforcing our commitment to customer satisfaction.
- Tailored customer experiences to enhance brand loyalty, resulting in an average 15% increase in repeat business.

Skills

- Business Development.
- Sales & Marketing.
- Public relation.
- Problem solving.
- Project Management.
- Interpersonal Skills
- Time management.
- Customer Service.
- Communication Skills.

- Computer Skills.
- Ability to work in team.

Personality

- Results-Oriented.
- Team Player.
- Adaptable.
- Customer-Centric.
- Analytical Thinker.
- Detail-Oriented.

Industrial Training

Lohia Corp

Electronics Design & Assemblies.

February 2022 – March 2022

Uttar Pradesh, Kanpur

Education

Dr A.P.j Abdul kalam University

Bachelor of Technology in Electronics & Communication Engineerin.

July 2019 – July 2023

Uttar Pradesh, Lucknow

Certification

- Skit Winner at Zonal Level.
- ADCA Course from MSME Gov of India.
- Selp Competition from AKTU.